

2018 City of Columbia Community Survey Findings

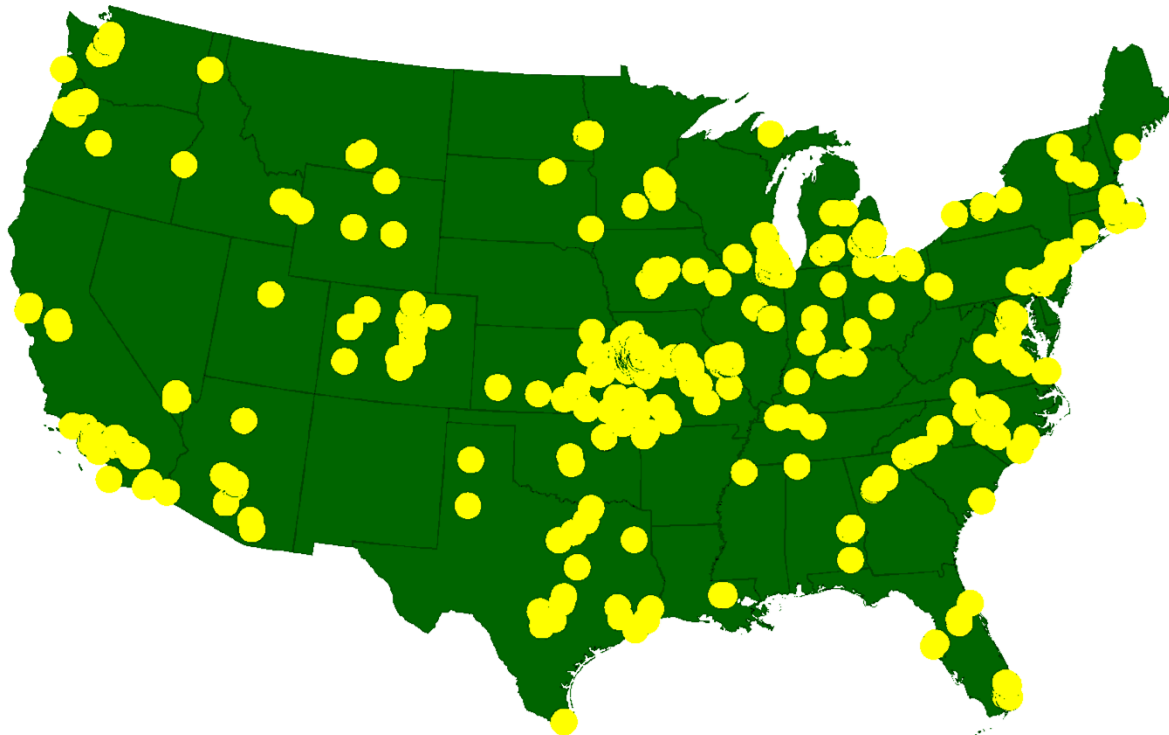


Presented by
ETC Institute

February 2019

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more than 30 years



**More than 2,100,000 Persons Surveyed Since 2006 for more than
900 cities in 49 States, including 11 of the 20 largest US cities
and 10 of the 20 largest US counties**

Agenda

- **Purpose and Methodology**
- **Bottom Line Upfront**
- **Major Findings**
- **Summary and Conclusions**
- **Questions**

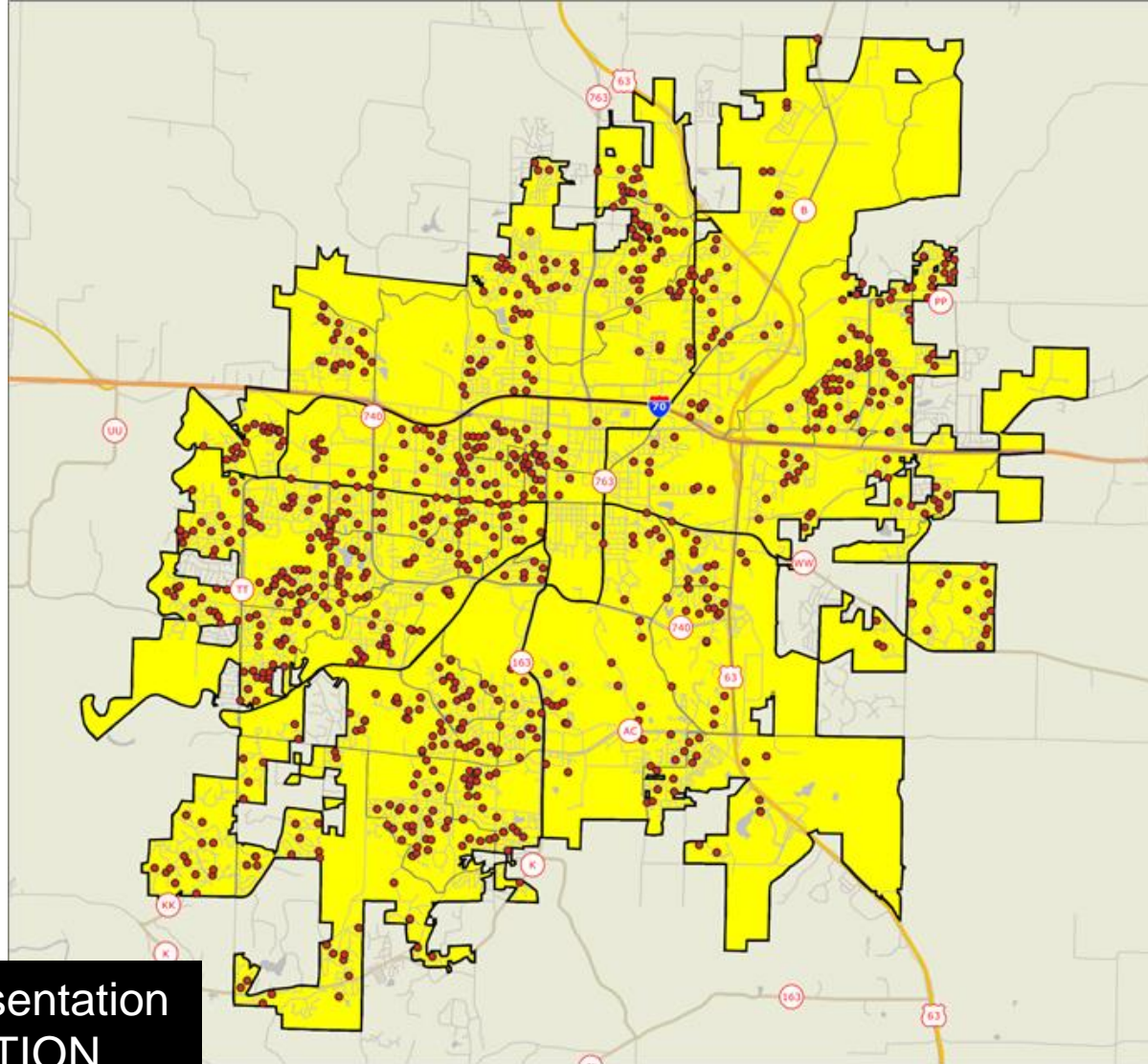
Purpose

- **Assist the City in its on-going effort to identify and respond to resident concerns**
- **Assessing citizen satisfaction with the delivery of major city services**
- **Determine priorities for the community and measuring strategic performance**
- **Track the City's performance over time**

Survey Methodology

- **Survey Description:**
 - survey was 7 pages long, took 15-20 minutes to complete
 - Included a cover letter encouraging residents to complete the survey via mail or online
- **Sample size:**
 - 941 completed surveys
- **Method of Administration:**
 - by mail, phone and online
 - randomly selected sample of households in the City with an oversampling in 3 neighborhoods
- **Confidence level:** 95%
- **Margin of error:** +/- 3.2% overall
- **GIS Mapping**

2018 City of Columbia Community Survey: Location of Respondents



Good Representation
By LOCATION

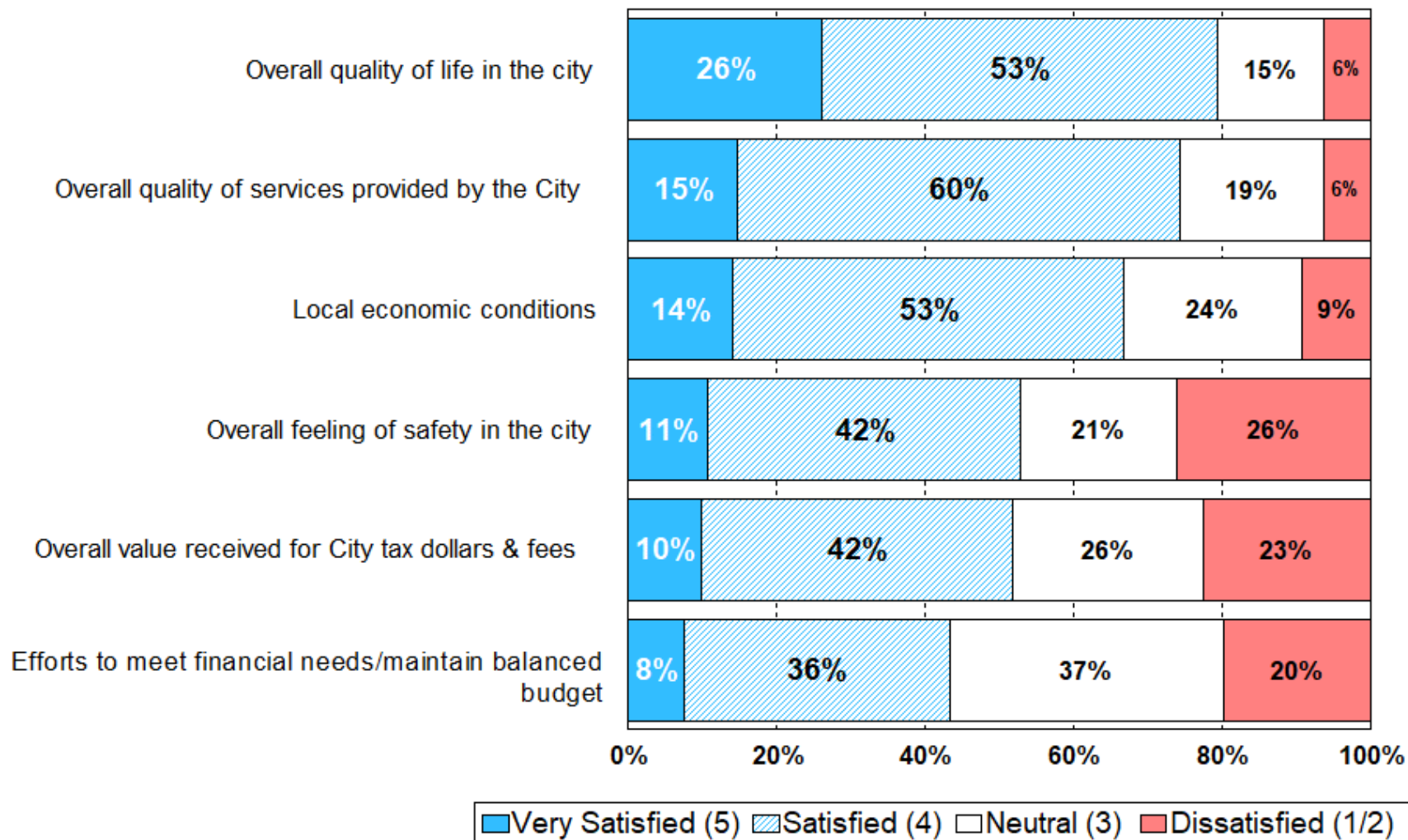
Bottom Line Up Front

- **Residents generally have a positive perception of the City**
 - ❑ 79% are satisfied with the overall quality of life in the City, compared to only 6% who are dissatisfied
 - ❑ 75% are satisfied with the overall quality of City services, compared to only 6% who are dissatisfied
- **The City is doing an equitable job of providing services throughout the City**
 - Overall satisfaction with City services is the same in mos areas of the City
- **Columbia is setting the standard for customer service**
 - ❑ Columbia ranks 17% above the Missouri/Kansas average and 24% above the national average in overall satisfaction with customer service
- **Top opportunities for improvement:**
 - ❑ Condition of City streets
 - ❑ Public safety services

What Do Residents Generally Think of the City?

Q3. Satisfaction with Items That Influence Perception Residents Have of the City

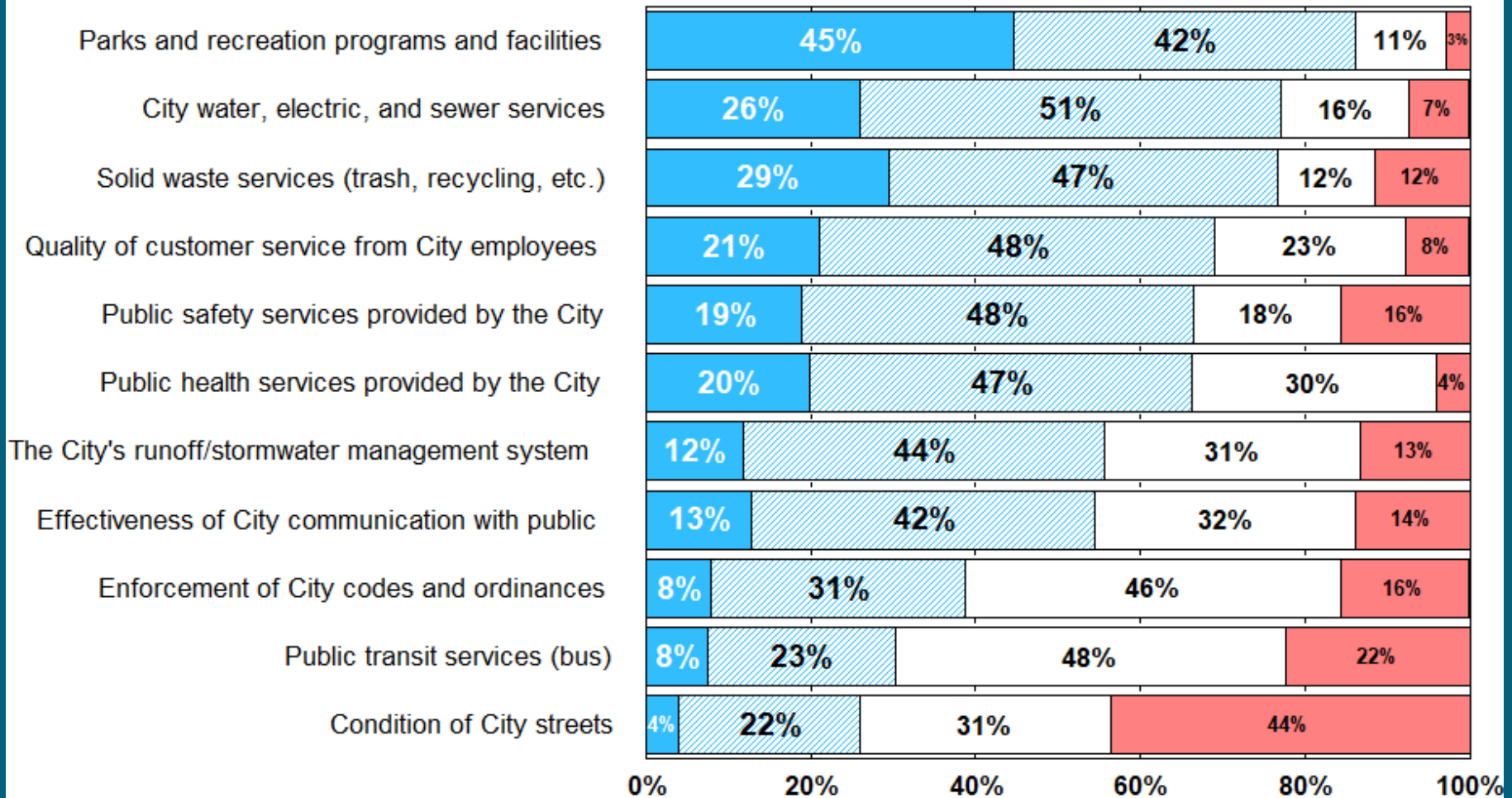
by percentage of respondents (excluding don't knows)



**79% Were Satisfied With the Overall Quality of Life in the City;
75% of the Residents Surveyed Were Satisfied With the Overall Quality of Services**

Q1. Overall Satisfaction with City Services by Major Category

by percentage of respondents (excluding don't knows)



A majority of residents have positive ratings for all services that were rated with the exception of the Condition of Streets, Public Transit Services, and the Enforcement of City Codes and Ordinances

How Well Are City Services Being Delivered in Different Areas of the City?

Ratings of the Overall Quality of Services Provided by The City of Columbia

2018 Columbia Community Survey

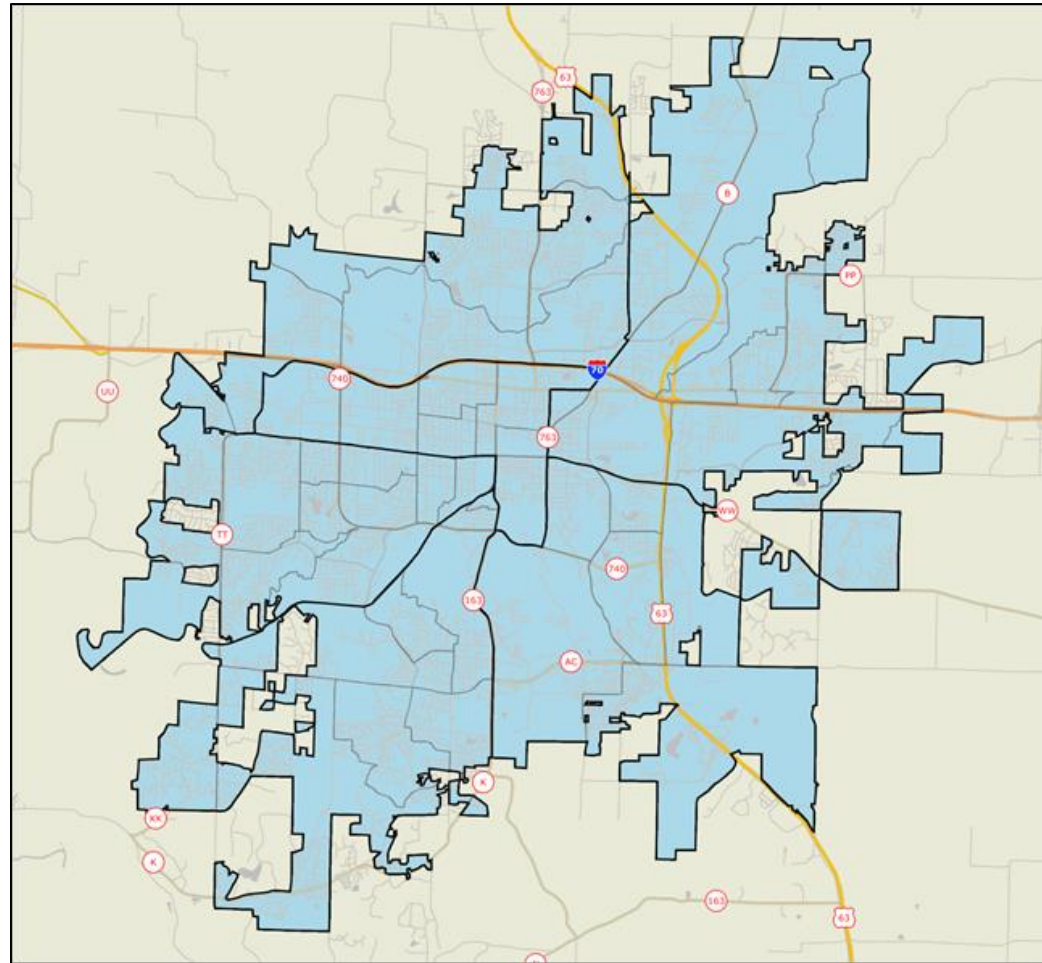
Shading reflects the mean rating for all respondents by CBG

Citizen Satisfaction

Mean rating on a 5-point scale



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Satisfaction is generally the same throughout the City

How Has Satisfaction Changed from 2017 to 2018?

Notable INCREASES from 2017-2018

- Stormwater runoff/stormwater management system
- Public safety services
- Local economic conditions
- Police efforts to prevent crime

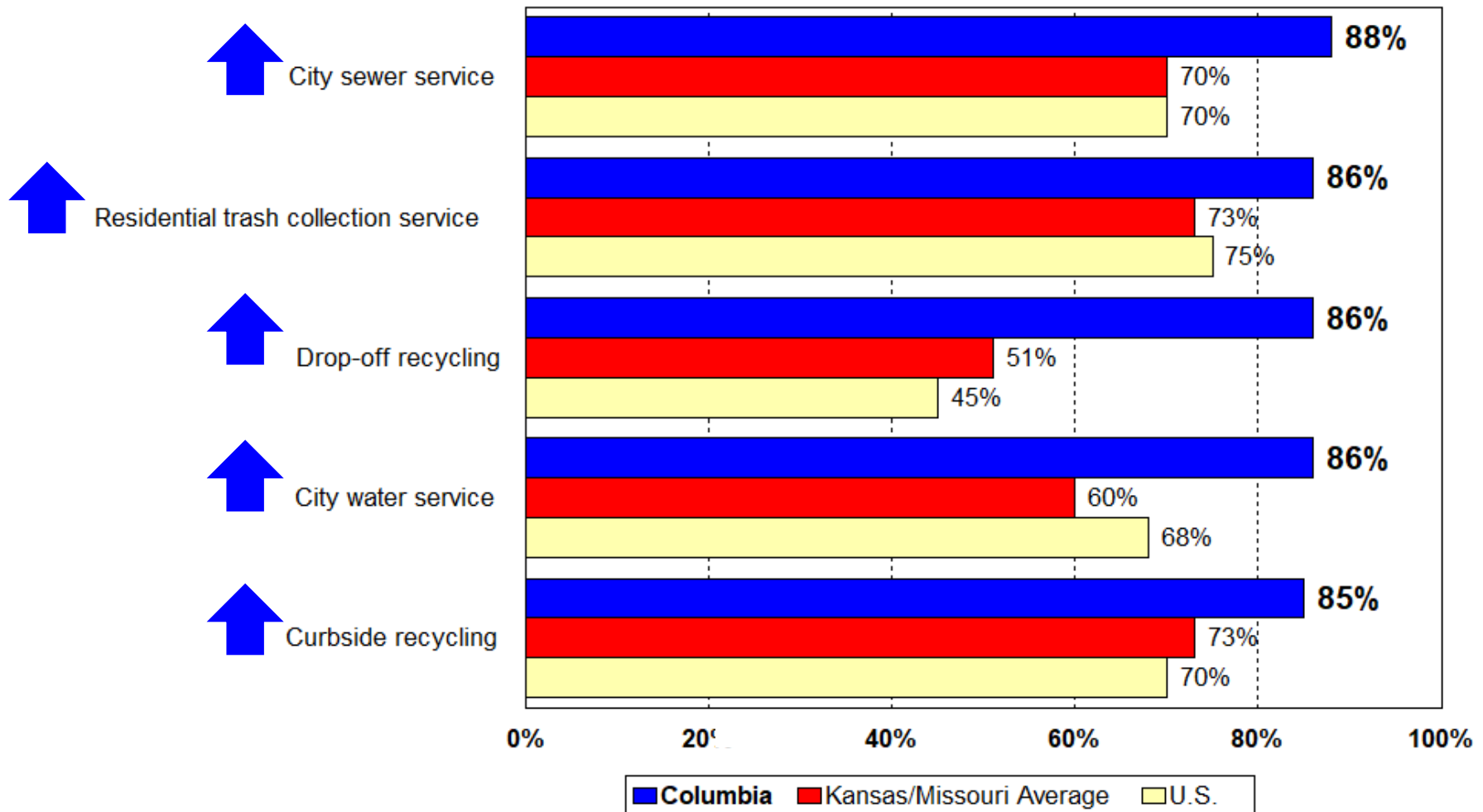
Notable DECREASES from 2017-2018

- Condition of streets
- Ease of reaching the right person at the City
- Feeling of safety in downtown Columbia at night
- City maintenance/repair services for neighborhood streets

How Does Columbia Compare to Other Communities?

Overall Satisfaction with Utility Services Columbia vs. Kansas/Missouri vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



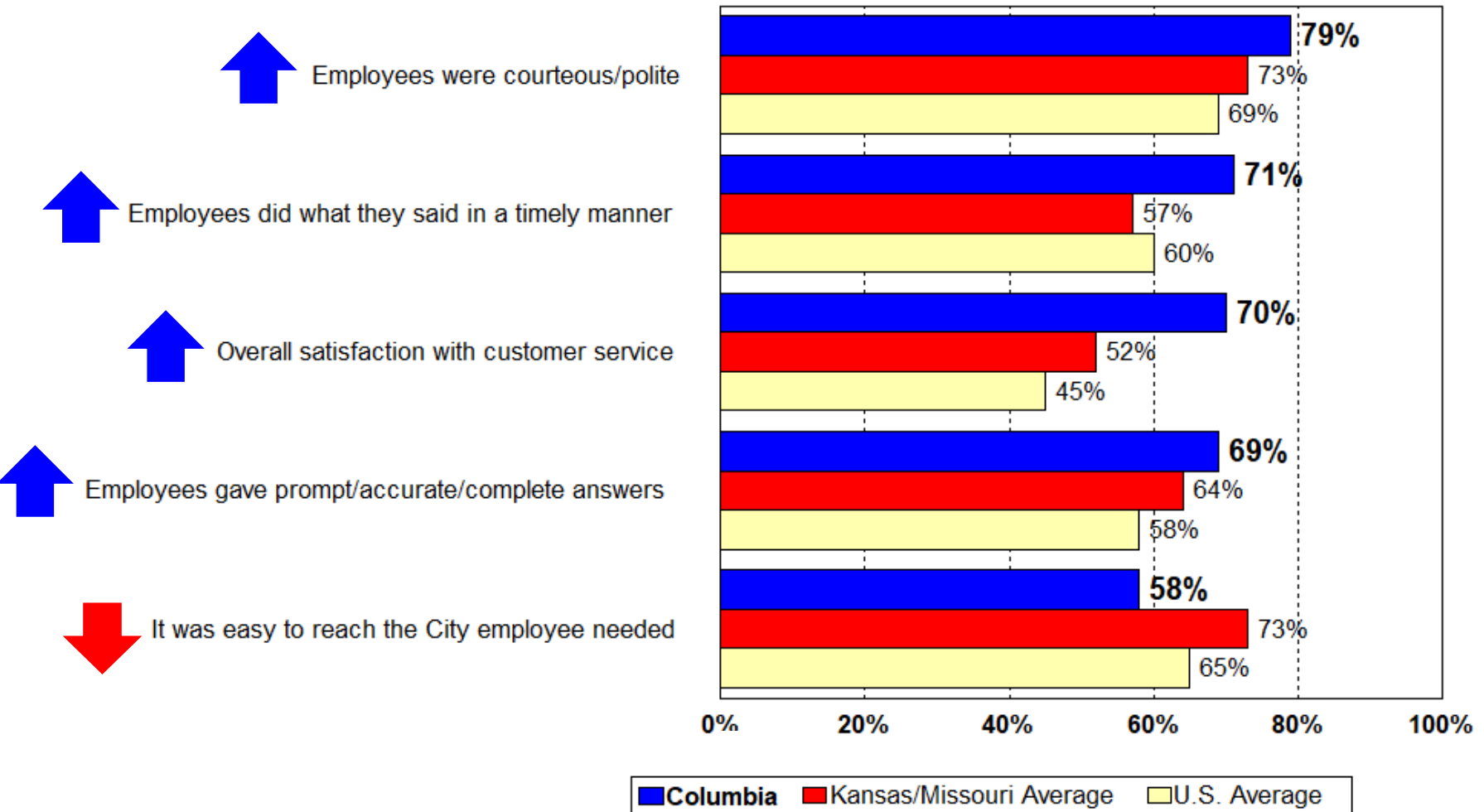
Source: ETC Institute (2018)

Significantly Higher: ↑

Significantly Lower: ↓

Overall Satisfaction with Customer Service Columbia vs. Kansas/Missouri vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was a positive response and 1 was a negative response (excluding don't knows)



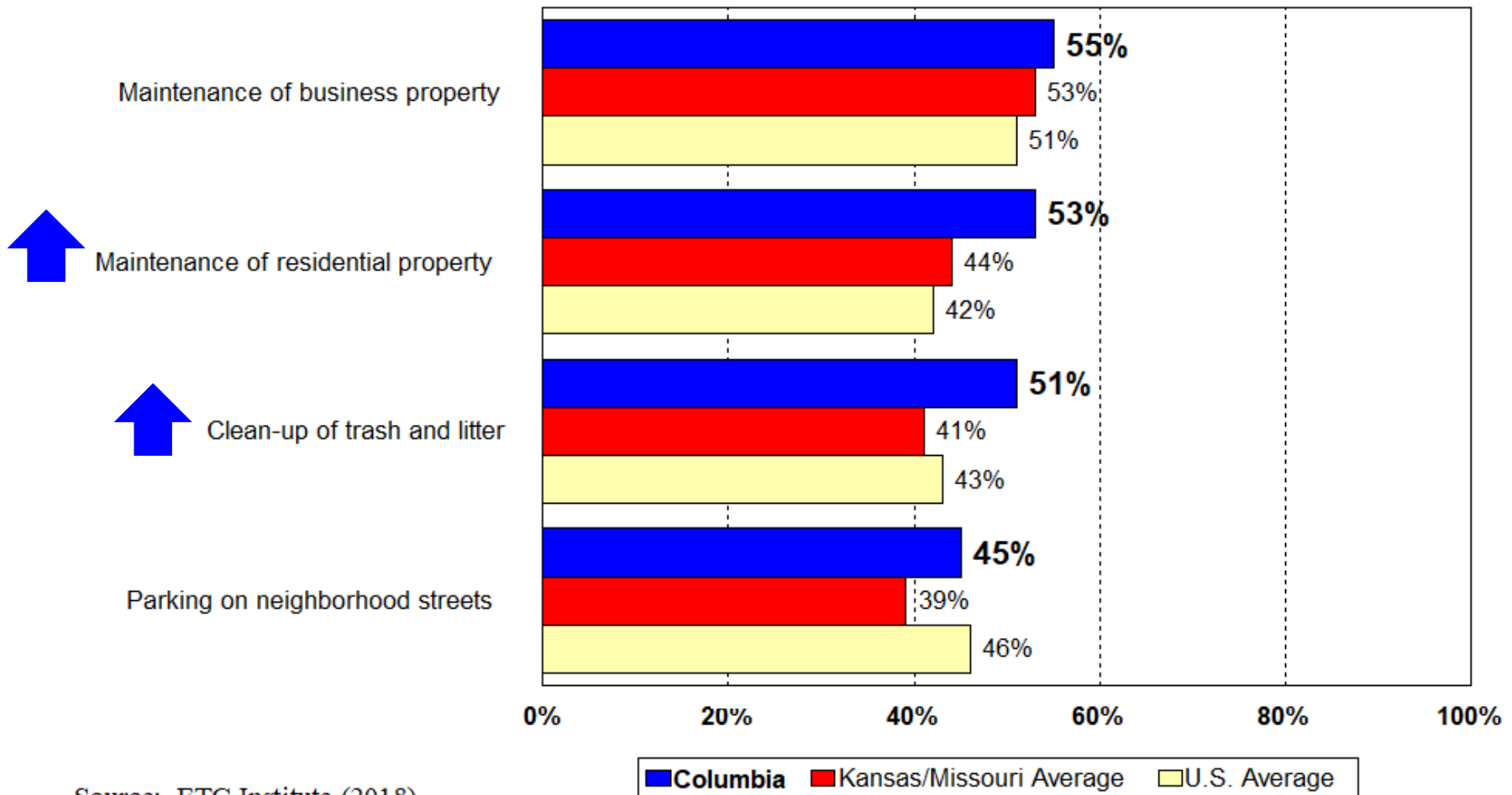
Source: ETC Institute (2018)

Significantly Higher: ↑

Significantly Lower: ↓

Overall Satisfaction with Code Enforcement and Neighborhood Services Columbia vs. Kansas/Missouri vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



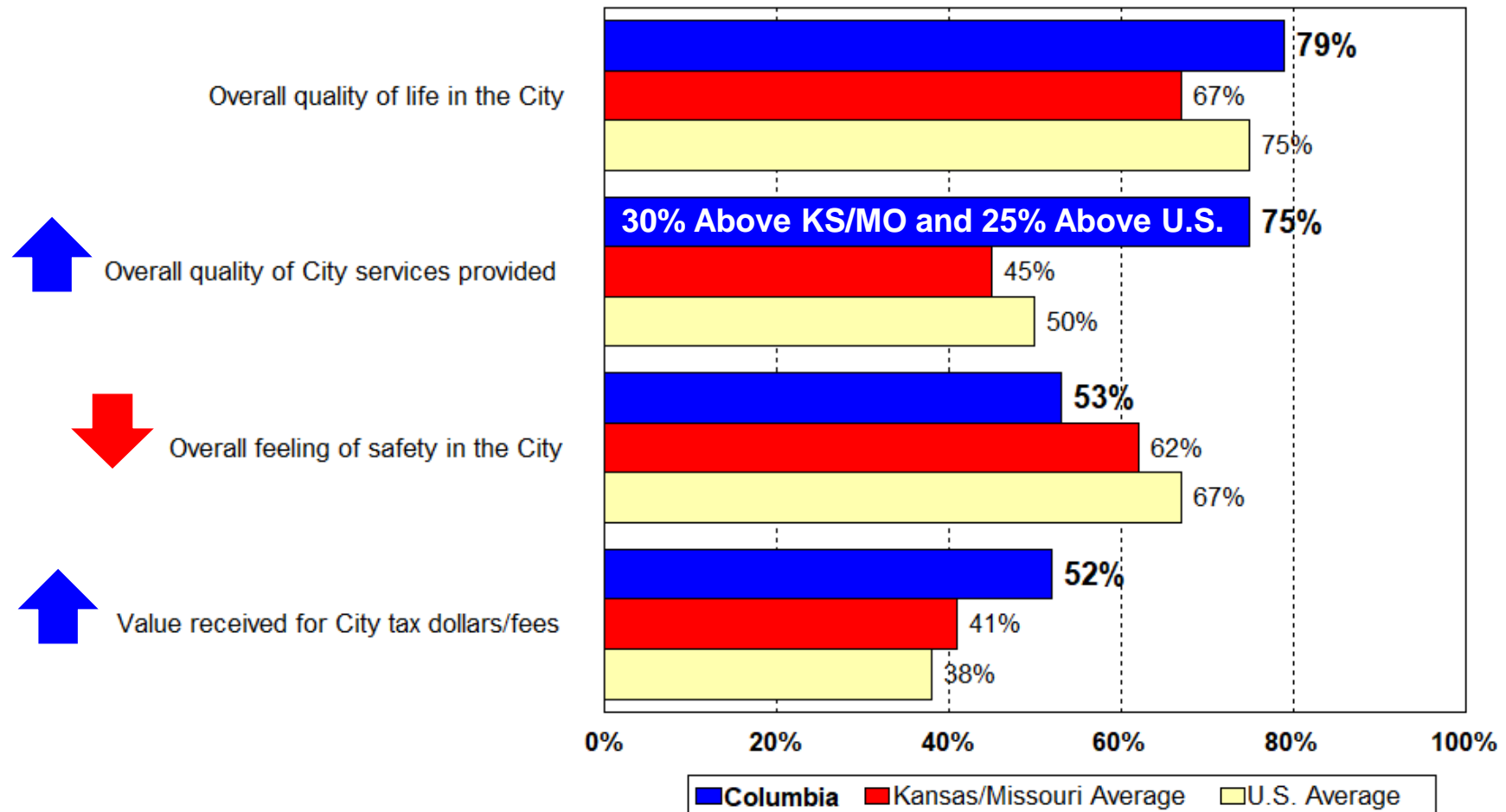
Significantly Higher: ↑

Significantly Lower: ↓

Satisfaction with Items that Influence Perceptions of the Community

Columbia vs. Kansas/Missouri vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



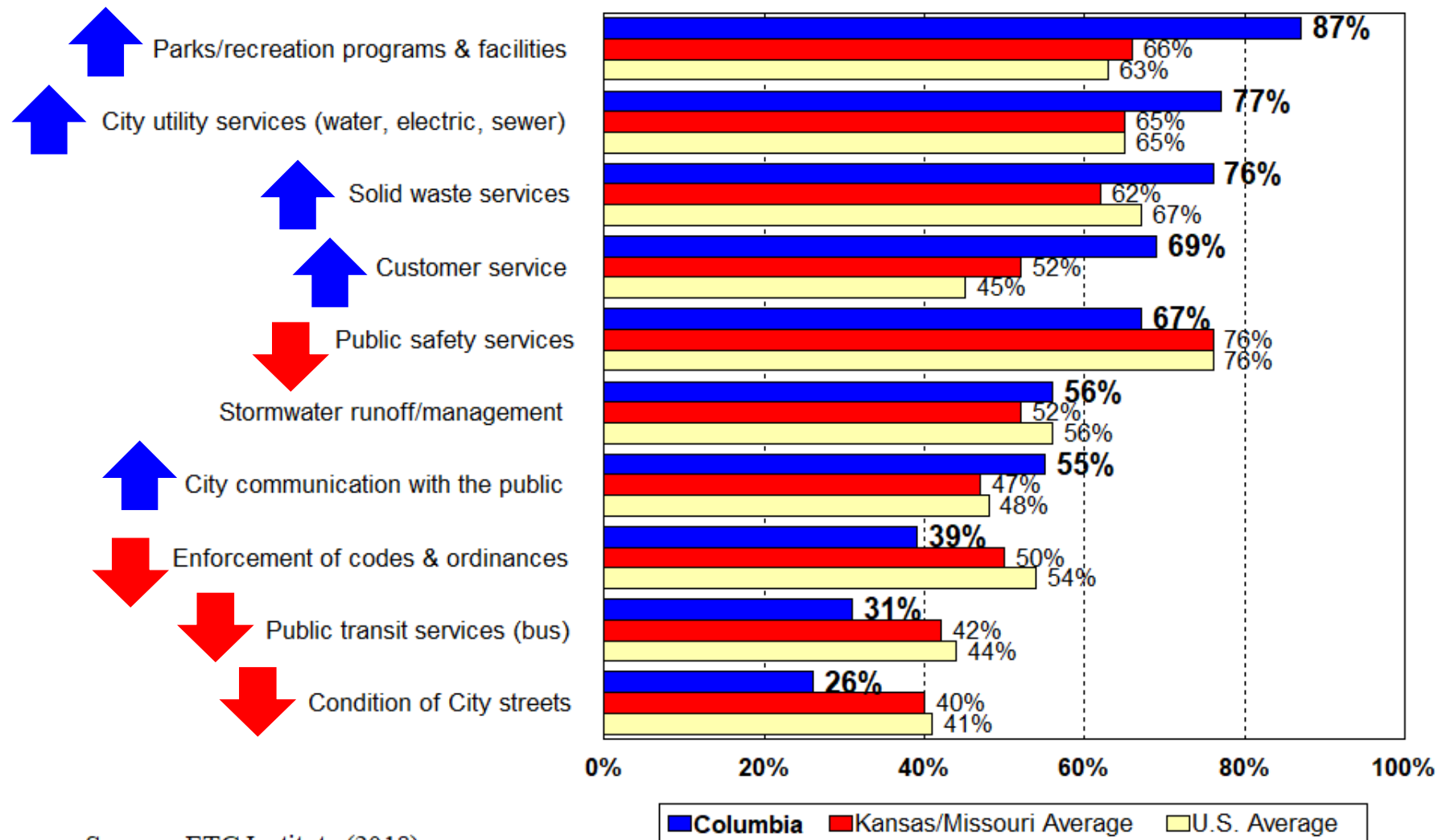
Source: ETC Institute (2018)

Significantly Higher: ↑

Significantly Lower: ↓

Overall Satisfaction with Major Categories of City Services Columbia vs. Kansas/Missouri vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



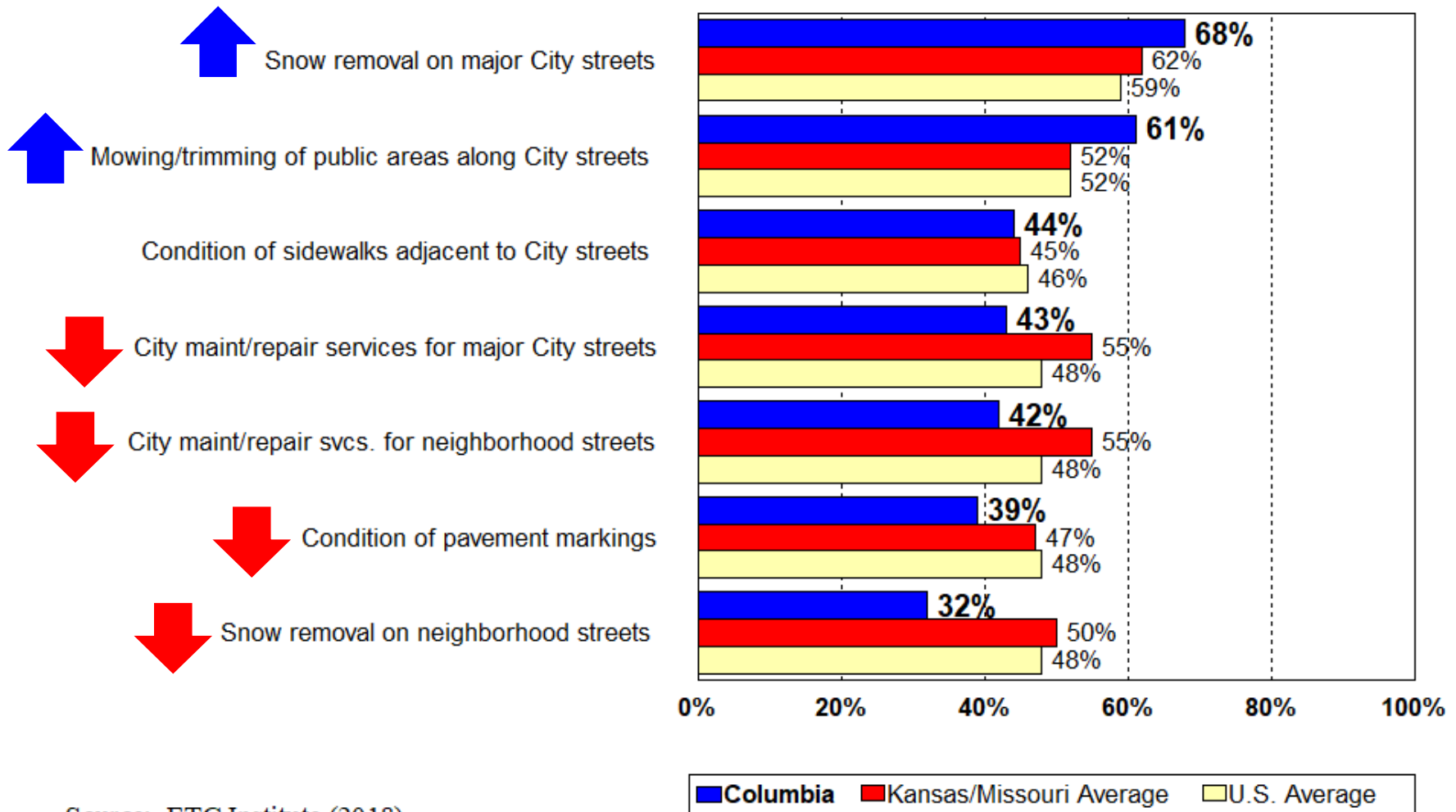
Source: ETC Institute (2018)

Significantly Higher: ↑

Significantly Lower: ↓

Overall Satisfaction with Streets and Sidewalks Columbia vs. Kansas/Missouri vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



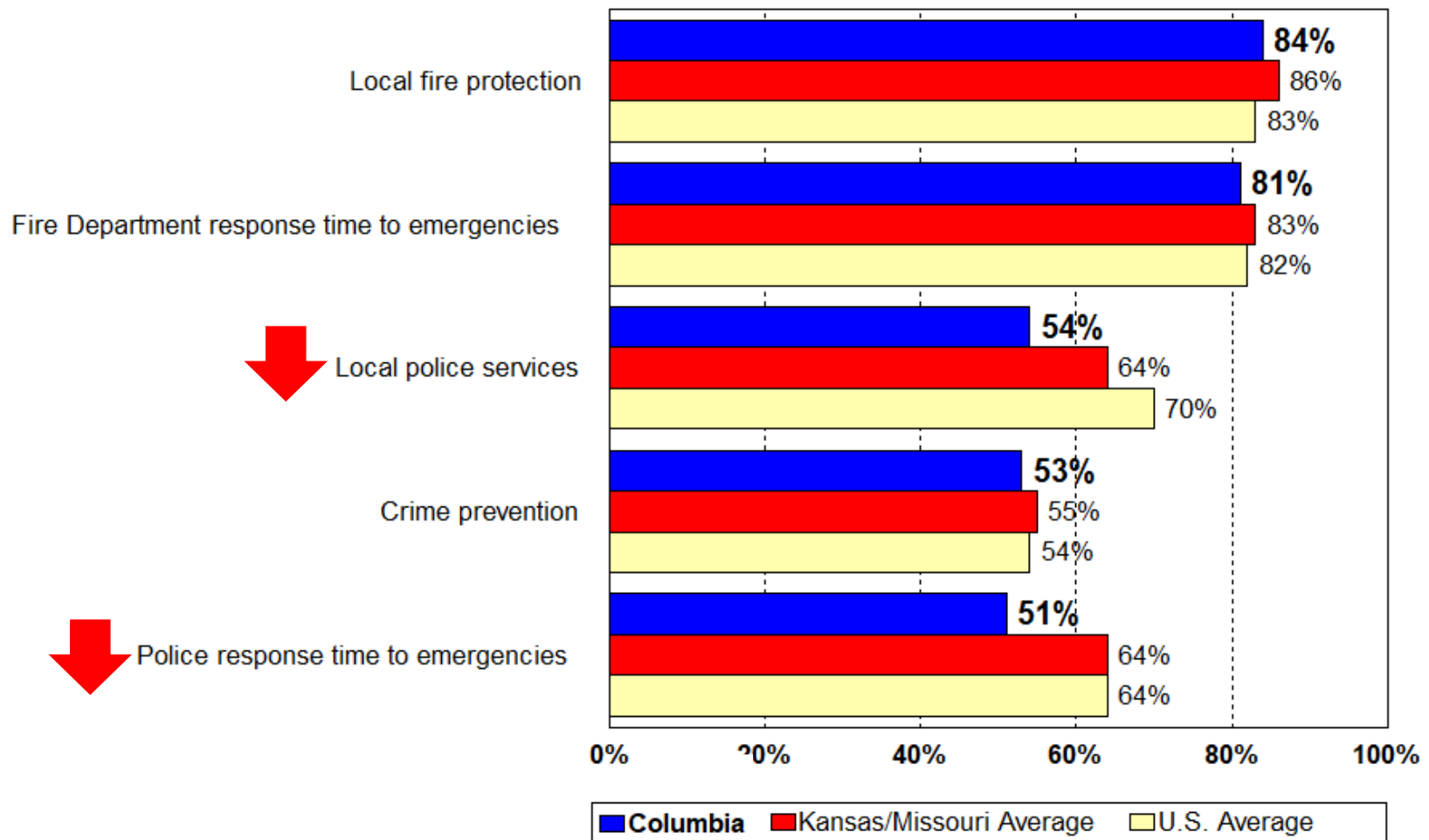
Source: ETC Institute (2018)

Significantly Higher: ↑

Significantly Lower: ↓

Overall Satisfaction with Public Safety Services Columbia vs. Kansas/Missouri vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2018)

Significantly Higher: ↑

Significantly Lower: ↓

What Do Residents Think Are the City's Top Priorities?

Importance-Satisfaction Rating

City of Columbia, Missouri

Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Condition of City streets	63%	2	26%	11	0.4625	1
Public safety services provided by the City	86%	1	67%	5	0.2822	2
<u>High Priority (IS .10 - .20)</u>						
City water, electric, and sewer services	59%	3	77%	2	0.1350	3
Solid waste services (trash, recycling, etc.)	45%	4	76%	3	0.1080	4
Enforcement of City codes and ordinances	18%	7	39%	9	0.1068	5
Public transit services (bus)	15%	8	31%	10	0.1028	6
<u>Medium Priority (IS <.10)</u>						
Public health services provided by the City	26%	6	67%	6	0.0842	7
The City's runoff/stormwater management system	15%	9	56%	7	0.0638	8
Effectiveness of City communication with public	12%	10	55%	8	0.0545	9
Parks and recreation programs and facilities	26%	5	87%	1	0.0343	10
Quality of customer service from City employees	8%	11	69%	4	0.0254	11

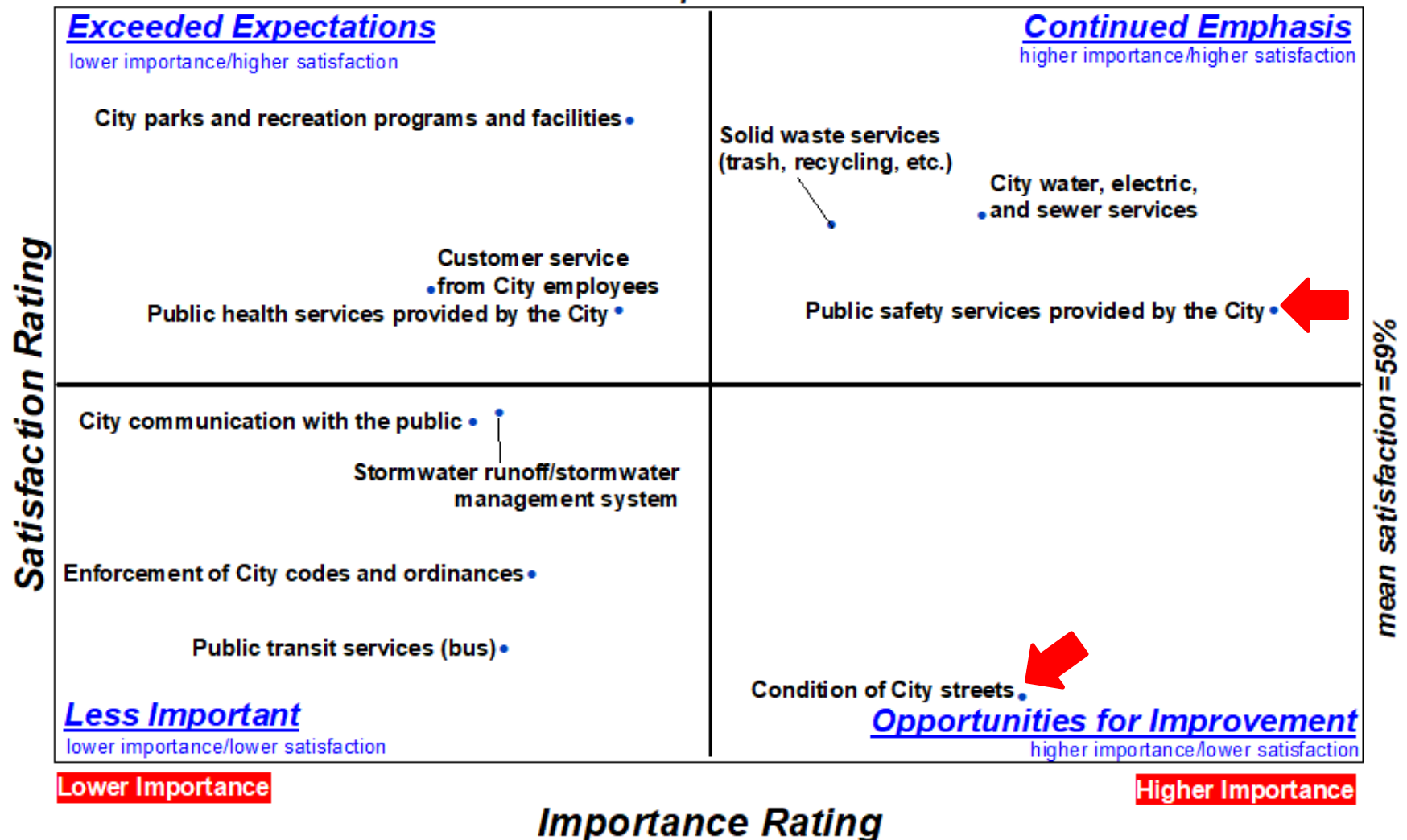
Overall Priorities:

2018 City of Columbia Community Survey Importance-Satisfaction Assessment Matrix

-Major Categories of City Services-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

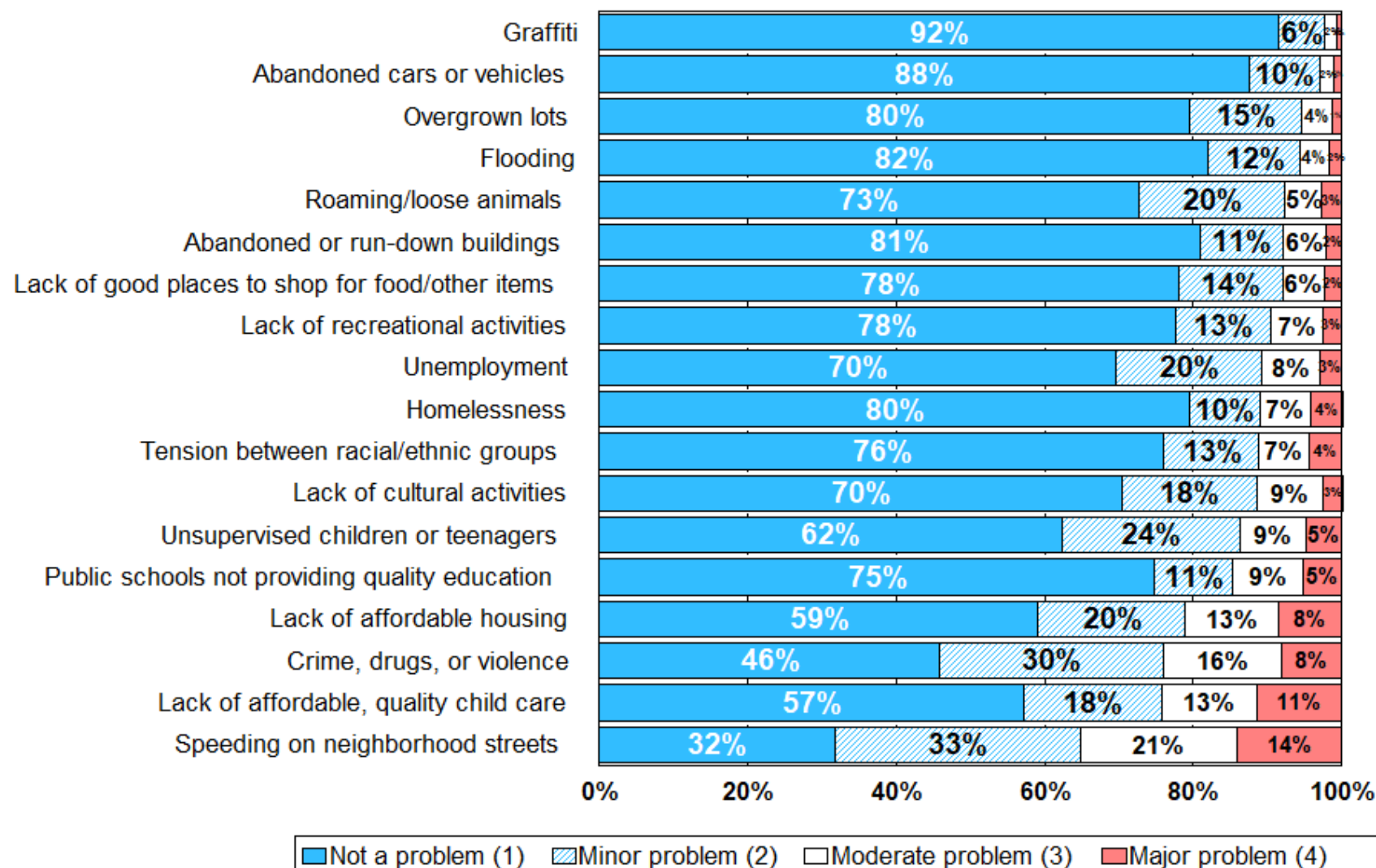
mean importance=34%



Other Findings

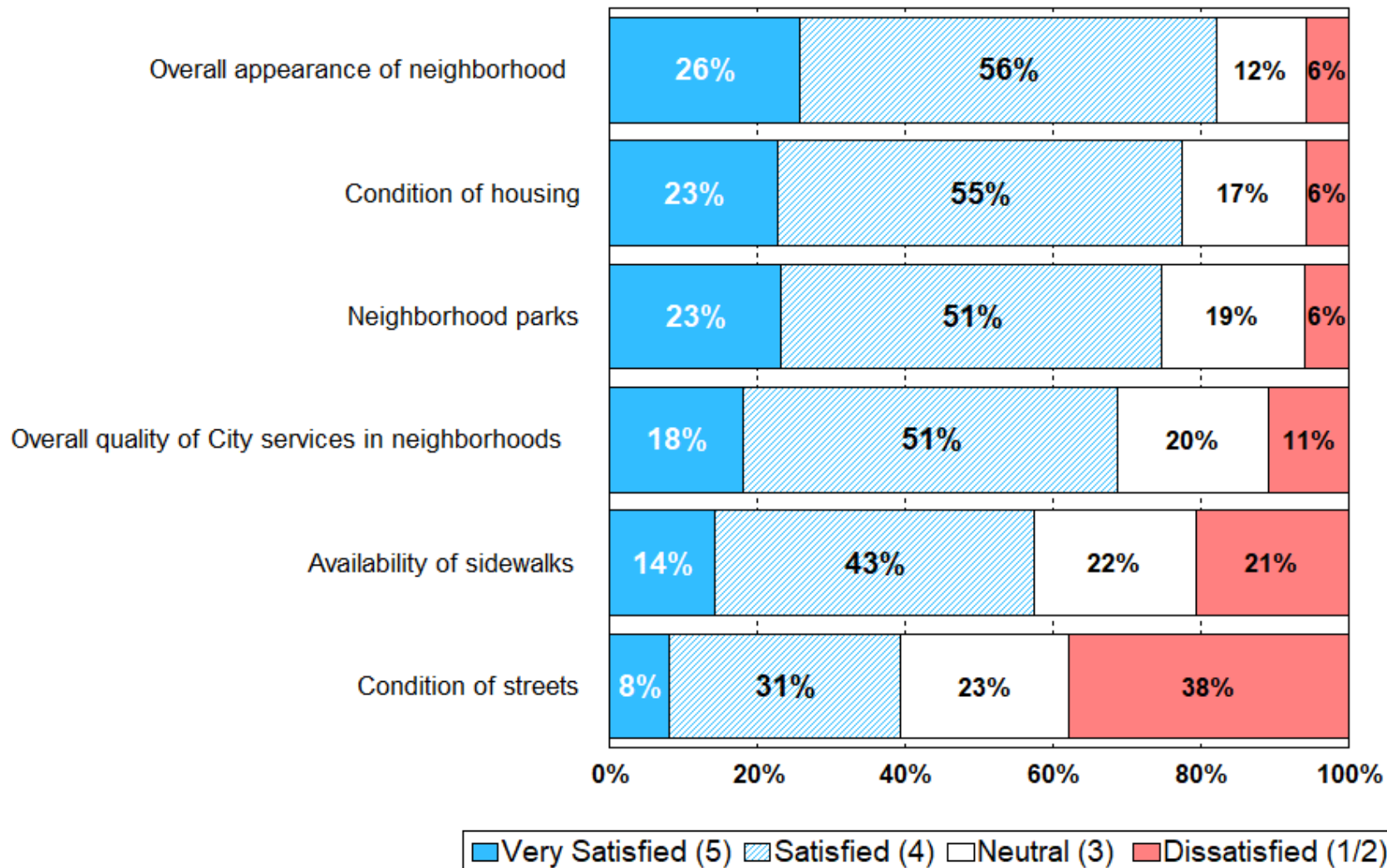
Q24. Residents' Perceptions of Neighborhood Problems

by percentage of respondents (excluding don't knows)



Q25. Satisfaction with Neighborhoods

by percentage of respondents (excluding don't knows)



Summary and Conclusions

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Questions?

THANK YOU